

Amendments to the Claims

1-51. (Cancelled)

52. (Previously Presented) A rich media file stored in a machine-readable medium, comprising:

 a client identifier to identify a creator of the rich media file;

 a unique identifier to identify the rich media file;

 a version number identifying a version of the rich media file;

 a print module to enable printing of the rich media file if included by the creator of the rich media file and to disable printing if excluded by the creator;

 a first dialogue box structured to appear responsive to viewing limits of the rich media file, the first dialogue box to communicate to a user an invitation to access another rich media file;

 a second dialogue box structured to appear responsive to an update offer, the second dialogue box for prompting the user of the rich media file to check for a newer version of the rich media file;

 a requester structured to retrieve the newer version of the rich media file responsive to an action by the user according to the update offer;

 information to be displayed on a computer system, the information including text, at least one still image, and structured to include at least one of an animated image, a link to a web page, and an email link; and

 a viewer built-in to the rich media file to display the information on the computer system, wherein the client identifier, the unique identifier, the version number, the print module, the viewing limits, the update offer, the requester, the information to be displayed, and the built-in viewer comprise a single file.